

# Proposal Preparation Tips

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# Preparing Your Company

- Know the NAICS (North American Industry Classification System) codes for the products/services that you provide
- Central Contractor Registration (CCR): You must be registered in order to get an award. Update annually!
- ORCA: Annual Representations and Certifications. Stay updated.
- FEDBIZOPPS: THE place to find Federal Procurement opportunities
- Agency Specific Websites

# Websites

- NAICS information:

<http://www.census.gov/epcd/naics07/>

- CCR: <http://www.ccr.gov/>

- ORCA: <https://orca.bpn.gov/>

- FEDBIZOPPS: <http://www.fedbizopps.gov/>

- EPA's Acquisition Forecast Database:

<http://yosemite1.epa.gov/oarm/oam/forecastdatabase.nsf>

# Solicitation Process

- Become familiar with the Solicitation format
  - Form
  - Pricing Structure
  - Statement of Work (SOW)
  - Clauses
  - Attachments
  - Provisions
- Attend the Site Visit/Pre-Proposal Conference!
  - Go Prepared- Read the solicitation and SOW ahead of time
  - Network with other contractors

# Solicitation Process

- Understand the Amendment process
  - Be aware of cut-off dates for questions
  - Be aware of where the amendments will be posted and check the website frequently!
- Know the due date, time, and location for submittal

# Proposal Preparation

- Instructions (Section L):
  - How to Prepare the Proposal
    - Format
    - Page Limitations
    - Addresses
- Be aware of the Solicitation Methodology
  - Tradeoffs?
  - Low Priced/Technically Acceptable?
- Structure your Proposal in the same order as the Evaluation Factors

# Proposal Preparation

- The Government cannot evaluate or consider anything that is not contained between the covers of your proposal.
- We may or may not conduct discussions—  
Submit your best effort!

# Evaluation Criteria

- Evaluation Factors (Section M)
  - Factors
  - Sub-factors
  - Relative Importance
- Address every Factor!
- Technical Approach
  - Don't regurgitate the Statement of Work
  - Provide specifics for how you will accomplish the work



# Evaluation Criteria

- Past Performance vs. Experience—What's the Difference?
  - Past Performance is how well you performed (Quality)
  - Experience refers to the type and amount of work previously performed (Quantity)
- Remember that you can address the past performance and experience of your key personnel!

# Award/Post Award

- Be Patient— large procurements can take time
- You will be notified of your status
  - Competitive range
  - Award notification
  - Award to another contractor
- Ask for a Debriefing
  - The contracting officer is able to give you more information in a Post-Award debriefing

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